



## Automating Production of Cross Media Content for Multi-channel Distribution



Digital-content market is urging better pricing and value-for-money for industry products and services. This is clearly evident in the recent price reductions by major companies in the sector. The containment of sale prices is a vital key when setting up a viable and sustainable business venture in the digital cross media content. Possible solutions to this challenge could be found by automating, accelerating, harmonising and restructuring production processes, and providing solution to the content protection. Such solutions will enable the production processes to be faster and cheaper, while at the same time providing new capabilities to support safer distribution and multichannel interoperability.

AXMEDIS aims to meet the challenges of market demand by: (i) reducing costs for content production and management by applying composition, parallel processing, optimisation techniques for content formatting and representation (format) and workflow control; (ii) reducing distribution and aggregation costs in order to increase accessibility with a Peer-to-Peer (P2P) platform at Business-to-Business (B2B) and consumer levels, which can integrate content management systems and workflows; (iii) providing new methods and tools for innovative, flexible and interoperable Digital Rights Management (DRM), including the exploitation of MPEG-21 and OMA and stressing their interoperability overcoming their limitations, and supporting different business and transactions models.

The AXMEDIS consortium (consisting of leading European digital content producers, integrators, aggregators, and distributors; and also information technology companies and research groups) is to create the AXMEDIS framework to provide technologies, methods and tools to speed up and optimise content production, protection and distribution, up to the *production-on-demand* capability, for leisure, entertainment and digital content valorisation and exploitation in general for multichannel distribution. AXMEDIS format can include any other digital formats and it can exploit and expand MPEG-21, as well as other *de facto* standards.

AXMEDIS is to organise and realise a set of demonstrators to be used as components to set up and renovate processes and factories on content production, protection and distribution organised by the leading distributor partners. This is to achieve and realise a real-life distribution chain validated by the activities of end-users. The demonstrators are to focus upon tools for: (i) content production and B2B distribution; (ii) content production and distribution to end-users via different channels including satellite broadcast, interactive TV (i-TV), personal computer (PC), kiosks, mobile, PDA and others.

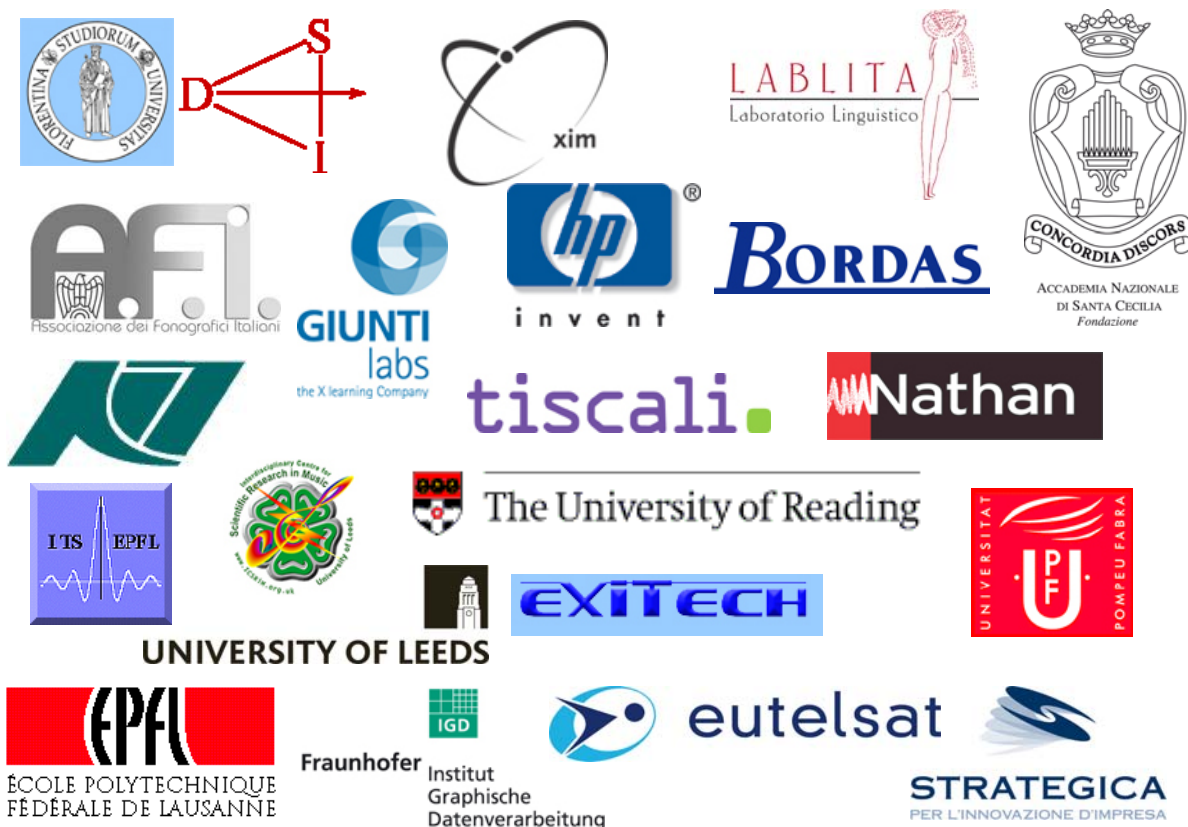
AXMEDIS is capable to offer assistance and technical support to companies interested in using the AXMEDIS platform and adopting the AXMEDIS framework and solutions. This support action is provided through activities of training, tutorial, consultancy, workshop, meetings, assessment and evaluation, dissemination and demonstration at conference and fairs. Furthermore, AXMEDIS consortium is going to grant about 1 million Euro to subproject demonstrators developing real solutions by exploiting AXMEDIS framework and solutions.

It is easy and beneficial for all to gain access to the AXMEDIS technologies. Some tutorial/demonstrative events are organized to provide better understanding of the AXMEDIS technologies with further information about the potentialities of AXMEDIS, mainly at the AXMEDIS conferences and workshops. Business delegates may attend these events so as to take part in the project and bring AXMEDIS technologies to their company. Special training sessions and courses will be held for managers, content managers, content producers and integrators, and digital content distributors. Workshops and courses are organized in several venues in Europe. See for instance the AXMEDIS 2005 and AXMEDIS 2006 conference: <http://www.axmedis.org>. To provide better understanding of the new solutions, AXMEDIS is providing a forum for discussion, with technologists and experts who are ready to assist with any AXMEDIS related

problems and concerns. You can get additional information, technical specification, tutorial and functional demos of the major tools of the AXMEDIS framework from the web Portal: <http://www.axmedis.org>.

## AXMEDIS Consortium

**Partners in the AXMEDIS project** include highly recognised European digital content providers, integrators, distributors, technology providers and research and education institutions: **Distributed Systems and Internet Technology Lab, Department of Systems and Informatics, University of Florence** (Italy), project coordinator; **ACit - Advance Concepts for Interactive Technology GmbH** (Germany); **Associazione dei Fonografici Italiani** (Italy); **STRATEGICA srl** (Italy); **Dipartimento di Italianistica, University of Florence** (Italy); **Ecole Polytechnique Federale de Lausanne** (Switzerland); **EUTELSAT S.A.**(France); **Exitech S.r.L.** (Italy); **Fondazione Accademia Nazionale di Santa Cecilia** (Italy); **FHGIGD, Fraunhofer Gesellschaft zur Foerderung der Angewandten Forschung E.V.**(Germany); **Fundacio Universitat Pompeu Fabra** (Spain); **Giunti Interactive Labs S.r.L.** (Italy); **Hewlett Packard Italiana S.r.L.** (Italy); **Bordas and Nathan of Sejer** (France); **TISCALI S.p.A.** (Italy); **University of Leeds** (UK); **University of Reading** (UK); and **Xim Limited** (UK).



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